

Sem in Ag & Food Mkt Plan

ABUS 411 (3 units); Fall 2009
Thursday, 5:00 p.m. to 7:50 p.m.

California State University, Chico

Instructor: Marnie R. Dalton Email: mdalton@propacificfresh.com Phone: (530) 898-4908
Office hrs: T 4:30-5 p.m. Office: Plumas 108 Cell: (530) 228-1269
 TH 4:30-5 p.m. mdalton@csuchico.edu secondary email
 Or by Appointment

Description: To provide an in-depth understanding of marketing, market planning and implementation. Development of a marketing plan including product and market assessment, financial evaluation justification, a plan of action, and an evaluation/control component.

Recommended:

Reference Books and Websites:

Cohen, William A. The Marketing Plan. Fourth Edition. John Wiley & Sons, Inc., Hoboken, NJ. 1995.

http://planmagic.com/business_plan/retail_business_plan.html

http://www.mplans.com/sample_marketing_plans/Agriculture_Produce_Farm_Marketing_Plan/executive_summary_fc.cfm

Course Requirements:

1. Active participation in class discussions is a must; hence attendance is required in class and absences will count against you each class is worth 10 points.
2. Be prepared to work in groups in class and out on the marketing project. Homework or assignments will not be accepted after the due date. You may email them early and I will accept assignments up to the end of class on the due date.
3. Exams: There will be 1 mid-term exam and the final will be the presenting the project, all exams will consist of multiple choice, true false, fill-in, and short answer questions. There will be no make-up exams and as always there is no talking during an exam.
4. Group Term Paper and Oral Presentation: Please see Project guidelines. Your grades will be determined as outlined in the project details. In addition, a written critique of each group member will be given to the instructor, include in your comments a grade between 1 and 100 for each of your members.
5. If you have a disability that requires special accommodations, you must contact a counselor at Disability Support Services, Building E, Room 107 (530) 898-5959.
6. Students are responsible for handling the necessary paperwork for adding or dropping this class by the due dates found in the 2009-2010 Academic Calendar. University guidelines for dropping classes are strictly adhered to.
7. The course outline will be followed and it is your responsibility to be prepared for each class. It is the instructor's discretion to make appropriate changes to the course outline.
8. The class follows the standards set in the Code of Students Rights and Responsibilities (EM 96-38) and students are subject to disciplinary action for violation of that code. It is the student's responsibility to know those codes and adhere to them.

Grades will be based on point percentages (no class curves) and are assigned as follows:

| | |
|-------------|-------------|
| A = 93-100% | C = 73-76 |
| A- = 90-92 | C- = 70-72 |
| B+= 87-89 | D+= 66-69 |
| B = 83-86 | D = 60-65 |
| B- = 80-82 | Other = <60 |
| C+= 77-79 | |

| | | |
|--|---|------|
| (1) Mid-Terms @ 15% (50 pts) | = | 5% |
| Group Paper & Final Oral Presentation(500 pts) | = | 65% |
| Attendance (150 pts) | = | 15% |
| Class Participation/Assignments (100 pts) | = | 15% |
| Total (800 pts) | = | 100% |

It is recommended that students make and keep a copy of all assignments and papers submitted to the instructor.

If there is evidence that you have been involved in any form of academic dishonesty, you will receive an “F” grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.

If a student feels an error in grading has been made, the student has one week from the time of the assignment is returned to them to request a review of the grade. The request must be in writing – attached to the original assignment-and must include a specific statement as to what is in error, how it should be corrected, and what supporting evidence is available.

Altering Course Status

Requesting “No Grade of Record” (NGR), alterations in Credit/No-Credit status or withdrawing from the course is the student’s responsibility, as is attending to the necessary paperwork and timelines except where required of the instructor by university policy.

If student does not withdraw, and does not attend class or complete required work, an “F” will be reported for their grade. Instructors may drop a student or issue a “W” for those students who do not attend the first two classes. Students should never assume that instructors automatically drop students from their class. After the 20th week of instruction, withdrawal (W) is permitted only for extenuating circumstances.

Requesting an Incomplete (“I”): A student must have a passing grade at the time they request an incomplete from the instructor, who at their discretion may or may not award an incomplete as the grade. If it is awarded, the student must complete all remaining coursework in the following semester. An incomplete is not given because a student is unable or unwilling to keep pace with the requirements of a course.

Adding this Class: For students not currently enrolled in this class, for the first week of class student may continue to enroll in open classes without an add authorization number. For closed classes, students must attend the class to obtain an add authorization number from the instructor prior to registration. Add cards and Add Authorization Numbers are available from the class instructor.

Expected Student Behavior in the Classroom

- Students are expected to turn off all pagers, cell phones and other electronic devices during class time.
- Students are expected to pay attention and participate in class meetings.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. Students are not allowed to come and go during the class session.
- All class participants are expected to exhibit respectful behavior to other students and the instructor.
- All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The class follows the standards set in the ***Code of Students Rights and Responsibilities (EM 96-38)*** and students are subject to disciplinary action for violation of that code.

Academic Conduct and Appealing Grades:

Academic Honesty

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for the respect of others' academic endeavors. Students who violate these standards (e.g., cheating and plagiarism) must be confronted and must accept the consequences of their actions. The university's policies on academic dishonesty will be strictly enforced. It is the student's responsibility to know and understand the CSUC Academic Honesty Policy. The university's policy is provided in their catalog as well as via its web site. Ignorance of university policies and to what constitutes academic dishonesty are not acceptable excuses in this matter. If there is evidence that the student has been involved in any form of academic dishonesty, they will receive an "F" grade for the course, be locked from WebCT, and a report will be provided to Student Judicial Affairs for further action.

GROUP TERM PROJECT

Western Collegiate Food Marketing Competition

The annual Western Collegiate Food Marketing Competition will be hosted by Cal Poly Pomona. Participating schools include colleges such as: California State University Chico, New Mexico State University, Arizona State University, California State University, Fresno, California State Polytechnic University, Pomona, Great Basin College, Chaffey College, Consumnes River College and Colorado State University, and others.

Vision and Mission

To prepare students for the rigors of full-time employment by having them complete a project that simulates expectations of the real world work force.

Benefits and Opportunities

This competition puts all the many classes and hours of class work together for a tangible outcome. Students learn the most by actually putting into use methods taught in the classroom.

The **leadership** skills: they exude with (their new honed presentation skills) is imperative for success. Confidence is what sets apart many employees for a journey to the top of the corporate ladder.

Fellowship among the students from different colleges opens many doors and opportunities for the students' future. Team members from your own team and from other teams are your future colleagues.

Professionally Judged

- 1st Place- \$500 Dollars Per Team, Team Plaque, Individual Eagle Trophies
- 2nd Place- \$400 Dollars Per Team, Team Plaque, Individual Eagle Trophies
- Remainder of the Top Five- \$250 Dollars Per Team, Team Plaque, Individuals will also receive awards

Student Judged

- Each Team will receive a Plaque
- Best PowerPoint Presentation– Top Five, 1st and 2nd out of top Five
- Best Product or Product Most Likely to Succeed– Top Five, 1st and 2nd out of Top Five
- Most Innovative Marketing Idea- Top Five, 1st and 2nd out of Top Five

Division Guidelines

There are two (2) different classifications 2-Year Colleges and 4-Year Colleges. In the 4-Year division each college and team members can enter both the Western United States Division and the International Division. Each team will present a proposed product or brand to a group of interested investors or to the board of directors of their company.

The presentation may use a visual computer program and each school is responsible for bringing their own equipment (computer, projector, whatever is needed). A screen will be provided and set up in the competition room.

All of the college students must be in good standing and full-time students. The advisor and graduate students (4 Year Division) may assist in the development and may run the computer during the presentation, but are not allowed to serve as presenters or answer any questions. All team members standing in front of the judges must have a speaking part and only speaking team members may answer judges' questions. Teams can be any size with the reminder that room size may limit the amount of space. Props can be used, and are recommended in the room set up, but no handouts are to be given to the judges. Food samples and packaging may be given to each judge during the presentation (note this is included in your 20 minutes).

In the 4-Year division do not use existing names or trademarks for the product, however, competitors may use existing names and trademarks.

Each team will have 5 minutes to set up the room before presenting. At completion of presentation the room must be put back as it was found within 2 minutes.

The judges have 8 minutes to ask questions. Audience members, except audience members with the presenting team, will exit the room before questions begin.

If a college/school has an emergency equipment failure they have a one time additional 5 minutes to remedy the problem.

All score cards and rankings will be posted after the awards have been announced.

Student Judged College Requirements

Each school must have at least one representative observing each division entered throughout the entire competition (mandatory). Each school must fill out a score sheet for best power point, best product or product most likely to succeed, and most innovative marketing idea. A sign-in sheet will be available to ensure that each team has a representative in the room at all times. The primary goal is for the students to learn from each other.

Judging

Each college is encouraged to provide one judge for each division entered. Judges chosen are encouraged to have industry experience. The committee will provide at least 4 judges per division if a college waives the right to provide a judge. One panel for each division will be responsible for scoring all teams in their particular division. Judges will be required to judge each division with breaks and encouraged to attend the luncheon and dinner.

Judges will score each team individually on the provided score sheet. There will be absolutely **no discussion or talking between judges about any of the teams** until their final ranked card is turned into the score keeper at the end of the competition. Judges will have an orientation meeting Friday & Saturday morning, April 18th and 19th. Details will be emailed to the judges by April 1st.

- A monitor will be placed in the room with the judges to ensure no conferencing about scoring or ranking. After all teams have presented, each judge will then rank teams 1st through 8th place. Scores will then be tallied by score keepers.
- Order of presentation will be drawn by a team member from each college team at the breakfast.
- No talking or interaction with judges during set up.
- A number 1 judge will be drawn at the breakfast.
- Schools will be given a 5 minute, 1 minute, 30 second, and 15 second time warning. These will be written signs that will be held up by the room monitor. Please do not ask the room monitor for other time intervals.

4-Year Judging and Scoring

The selected product may be a consumer food product or an input for a consumer food product. The objective of the plan should be to increase returns to your investors or board of directors. It can be any of the following: a new product, an existing product that is being repositioned, a new market for the product, or a new use for an existing product. The Western United States product can be national or regional but the campaign must be focused on the United States marketing segment west of the Mississippi River (including Hawaii). The International product must be an exportable product with the campaign focused on a foreign market. The Western United States and International teams may be composed of the same members. However, the Western United States and International team products must be distinctly different from one another. (Determination of distinctly different will be evaluated by the WCFMC Committee, any concerns with a possibility of conflict should be brought before the committee prior to the competition).

Penalties

Both divisions will have 20 minutes total to present their campaign to the judges and audience. Penalty of 20 points is administered to participants if the presentation exceeds

the time limit. For each 30-second interval beyond 20 minutes, there is an additional 20 point penalty. Time will be cut off at 21 minutes. Time begins when the first presenter starts speaking. Each team will be given a 5 minute, 1 minute, 30 second, and 15 second time warning that faces the presenters so that they can see how much time is remaining

4-Year Western Division Scoring

4-Year Western Division - Ties will be broken by the addition of the *Position, Price, Place, Promotion score on all the judges score cards. If a tie still persists the number 1 judge total score ranking will be used to break the tie.

4-Year College Scoring-

Introduction: **20 points**

Product definition, goals, objectives, volume of sales, target market

Industry analysis and primary research: **25 points**

Market analysis: **25 points**

Potential, Market Share, Need, Demographics

Competitive Analysis: **25 points**

Compare to other substitute products (i.e. price, position, strengths, weaknesses), SWOT analysis

*Position, Price, Place, Promotion (score for tie-breaking): **50 points**

Place include distribution channels, Promotion (include details of avenues chosen and cost of each)

Financials: **25 points**

Must include for years 1, 2, & 3, gross sales, net sales, gross margin, expenses (i.e. administration and marketing), net profit (before taxes)

Presentation: **50 points**

Team synergy, speaking ability, eye contact, voice inflections, and confidence

ANSWERS TO JUDGES QUESTIONS (8 minutes) judge from the presenting College may not ask questions: **30 points**

Total Points: 250

4-Year International Division Scoring

Ties will be broken by the addition of the *Position, Price, Place, Promotion score on all the judges score cards. If a tie still persists the number 1 judge total score ranking will be used to break the tie.

Introduction: 25 points

Product definition, goals, objectives, volume of sales, target market

Industry analysis: 20 points

Market analysis: 25 points

Potential, Market Share, Need, Demographics

Competitive Analysis: 20 points

Compare to other substitute products (i.e. price, position, strengths, weaknesses), SWOT analysis

***Position, Price, Place, Promotion (score for tie-breaking): 50 points**

Place includes distribution channels (an emphasis– 25 points will be judged on distribution channels), Promotion (include details of avenues chosen and cost of each)

Financials: 25 points

Must include for years 1, 2, & 3, gross sales, net sales, gross margin, expenses (i.e. administration and marketing), net profit (before taxes)

Presentation: 50 points

Team synergy, speaking ability, eye contact, voice inflections, and confidence

ANSWERS TO JUDGES QUESTIONS (8 minutes) judge from the presenting College may not ask questions: 35 points

Total Points: 250

Tentative Schedule for ABUS 411

- 8/27 Introduction, basic explanation of project and competition
Basic discussion of marketing plan, form groups, brainstorm with groups
Homework: Begin brainstorming product ideas
- 9/3 Meet at Welcome Back BBQ, must check in with me.
Homework: Get into contact with group members outside of class, have product ideas ready for informal presentation next class meeting
- 9/10 Present product ideas with basic market data showing need, competitors, etc., class feedback, more product brainstorming/refining
Homework: Collect data on product
- 9/17 Competitor analysis, data collection
Due in class (9/17): Outline including product information and ideas and an overview of market data collected
Homework: Collect data for competitive analysis and be prepared to discuss the basic competitors with class
- 9/24 Product refinement (should be finalized at this point), Introduction portion of competition which includes: product definition, goals, objectives, volume of sales, target market
Homework: Complete introduction
- 10/1 Midterm Exam.**
Industry analysis and primary research (for domestic product)
Due in class (10/1): Written Introduction
Homework: Complete industry analysis and primary research
- 10/8 Market analysis which includes potential, market share, need, demographics
Due in class (10/8): Written industry analysis including primary research
Homework: Complete market analysis
- 10/15 Competitive analysis including comparing substitute products (price, position, strengths, weaknesses), SWOT analysis
Due in class (10/9): Written market analysis
Homework: Complete competitive analysis
- 10/22 Price, position, place (including distribution channels), promotion (avenues chosen and cost of each)
Due EMAIL, Campus Closure (10/22): Written competitive analysis
Homework: Continue working on 4P's

- 10/29* 4P's continued, begin financials for years 1, 2, 3 (gross sales, net sales, gross margin, expenses, net profit before taxes)
Homework: Complete 4P's and work on financials
- 11/5* Financials continued
Due in class (11/5): Written 4P's
Homework: Complete financials
- 11/12* Questions about written report, discuss final report format, begin presentation discussion
Due in class (11/12): Written financials
Homework: Compile all edited sections and complete written report
- 11/19* Presentation ideas and skills, work on Keynote presentation, assign parts for group members to work on
Due in class (11/19): Final written report
Homework: Work on completing presentations over break
- 12/3* Groups will receive graded and edited written reports, presentations
Homework: Presentations!
- 12/10* Presentations
Due by end of class period (12/10): Keynote portion of the presentations must be completed
- 12/17* **Final Exam: Presentations!**